

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Herb Sorensen
Application No. : 10/667,213
Filed : September 19, 2003
Title : SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND
METHOD WITH NORMALIZATION

Examiner : Folashade Anderson
Group Art Unit : 3623
Confirmation No. : 7032
Docket No. : SNS307

Mail Stop **AMENDMENT**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being transmitted via EFS or facsimile to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on:

July 24, 2008
Date

Caifin C. Fackrell
Caifin C. Fackrell

RESPONSE

In response to the Office action dated March 24, 2008, please consider the following:

Amendments to the specification : Begin on page 2
Amendments to the claims : Begin on page 3
Amendments to the drawings : None
Remarks : Begin on page 14